

PLAYSIDE PUBLISHING SIGNS THE MAGICIAN'S HAND

PlaySide Studios Limited (ASX: PLY) ("PlaySide" or the "Company") is pleased to announce that it has signed a global publishing agreement with Stockholm-based developer Laser Rabbit for its upcoming title, *The Magician's Hand*.

KEY HIGHLIGHTS

- **Viral Pre-Launch Traction:** The game's highly original concept and stunning hand-drawn art style have already captured a massive audience, with early social clips generating millions of views across social media platforms.
- **World-Class Animation Excellence:** Laser Rabbit's founding team brings more than 25 years of world-class animation, storytelling, and art direction experience to its debut title.
- **Award-Winning Concept:** The title has already gained early critical recognition, winning "Best Pitch" at The Great Summer Pitch 2026 and "Best Visuals" at the Umeå Game Conference.
- **Target Launch:** Scheduled for PC and Console in early CY2029.

ABOUT THE MAGICIAN'S HAND

The Magician's Hand is a story-driven 2.5D puzzle platformer that drops players into a mesmerising, hand-drawn and animated world of dark magic and illusion set in a moody, atmospheric Victorian London. Waking up with no memory, players control the severed hand of the mysterious magician, Fabrizio. Driven by a nagging urge to uncover the truth, the hand must unlock unexpected new abilities, solve perspective-shifting mini-games, and defeat distinctive bosses on an epic animated quest to find its master before it is too late!

AGREEMENT TERMS

Under the terms of the agreement, PlaySide will provide development advances tied to specific technical and creative milestones that are consistent with industry benchmarks for bringing the game to launch. PlaySide will also manage all global publishing, marketing, and distribution efforts whilst providing technical development support where needed. In exchange, PlaySide will receive a share of net revenue from the game's sales. The total investment across milestone payments, development support, and marketing prior to launch is expected to be in the low to mid single digit millions (AUD). *The Magician's Hand* is currently slated for release on PC and Console in early 2029.



We are thrilled to partner with the animation veterans at Laser Rabbit for The Magician's Hand. Our team loved the pitch and the demo when they first saw it in Umeå, and observing the social media response to the game's early footage only reinforces our belief in this project. Following in the footsteps of our work on MOUSE: P.I. For Hire, we are committed to using PlaySide's development and marketing expertise to amplify this viral momentum, providing the backbone needed to bring visually stunning, highly original IPs like The Magician's Hand to a global audience.

BENN SKENDER, PLAYSIDE STUDIOS CEO

ABOUT LASER RABBIT

Laser Rabbit is a newly formed Stockholm-based game studio working on its debut title, *The Magician's Hand*. Laser Rabbit is driven by four passionate veterans with a combined 25 years in the animation industry, specialising in storytelling, animation, music and art direction. Laser Rabbit aims to expand its craft into exciting immersive game experiences.

ABOUT

PlaySide Studios

AUSTRALIAN VIDEO GAME DEVELOPER AND PUBLISHER

PlaySide Studios Limited ("PlaySide") develops video games for multiple platforms including PC, Console, mobile, virtual reality and mixed reality, with a portfolio of approximately 60 titles. The Company publishes its own games based on original intellectual property, as well as providing end-to-end game development services in collaboration with AAA game studios and major technology and entertainment companies such as Activision Blizzard, Meta, Netflix Games and Take-Two Interactive. It also has a Publishing arm which provides funding, development support, marketing and publishing of third-party games from smaller independent studios.

PlaySide was incorporated in 2011 and is headquartered in Docklands, Australia. Its shares are publicly traded on the Australian Securities Exchange under the code **PLY**.

Release approved by the Chairman on behalf of the board.

To receive business updates and investor information from PlaySide register your details here:
investor.playsidestudios.com

INVESTOR RELATIONS

Simon Hinsley

simon@nwrcommunications.com.au
+61 401 809 653

FURTHER CONTACT

For more information, please contact: info@playsidestudios.com